

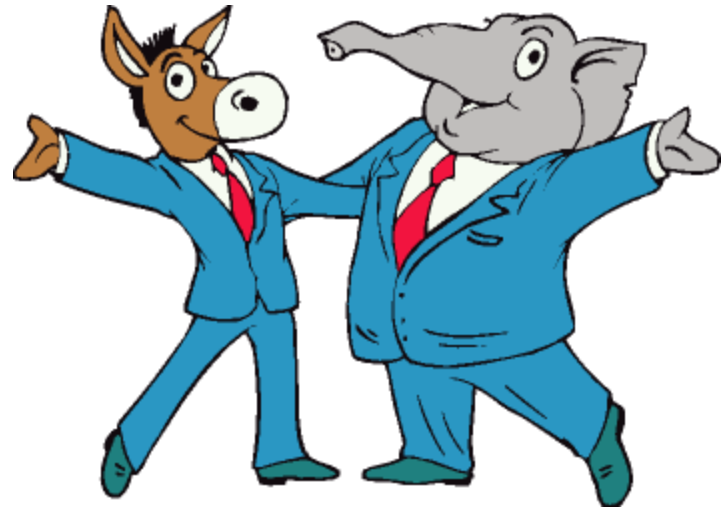


# **WHAT DECIDES ELECTIONS?**

**Natalie Swaim, Lauren Engley, and Cassidy Johnson**

# PARTY IDENTIFICATION

- People vote for “best person”
- More people identify with Democrats than Republicans
- Democrats less loyal to their party than Republicans
- Republicans do better with the “independents”
- More Republicans vote than Democrats

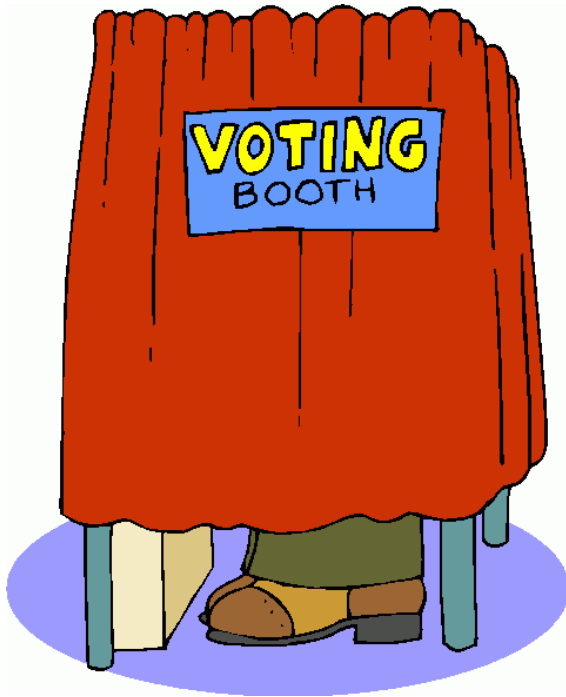


# VOTERS AND ISSUES

- Most voters who switched parties found it directly related to the voter's interests
- Voters often know a lot about issues that matter to them
- Representative government doesn't require voters to be well informed on every issue



# PROSPECTIVE VOTING



- Definition: voting for a candidate because you favor their ideas for handling issues
- Voting prospectively requires a lot of information on candidates and their views on certain issues to determine which candidate agrees the most with your views
- More common among political activists, people involved in interest groups or have a governing political ideology



# RETROSPECTIVE VOTING



- Definition: voting for a candidate because you like their past actions while in office
- Elections decided by retrospective voters
- Example: the Iowa House is now controlled by Republicans when previously controlled by Democrats
- Some scholars believe retrospective voting is based largely on economic conditions



# THE CAMPAIGN

- 3 ways campaigns make a difference in elections:
  - 1) Reawaken partisan loyalties of voters
  - 2) Campaigns give voters a chance to see how candidates handle pressure and how they apply that pressure
  - 3) Allow voters to judge character and values of the candidates to see which candidate most agrees with their own values
- Campaigning with negative ads is nothing new
- Political parties are influenced by activists and single-issue groups to pick a candidate



# DEMOCRATIC COALITION

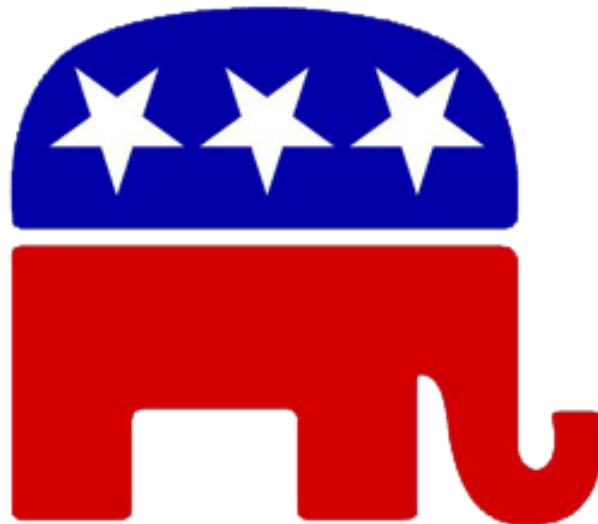


- African Americans the most loyal voters and their votes often get taken for granted
- Jews almost always Democrats
- Democrats used to have a strong hold on Catholics, southerners, and union members
- White southerners generally vote Republican for national elections and Democratic for local ones
- African Americans are the most dependable voters but make up a small percent



# REPUBLICAN COALITION

- Republicans are often business and professional people
- Republicans are more loyal to their party than Democrats
- Farmers usually Republican but it depends on the farm prices





# THE EFFECTS OF ELECTIONS

- To many people the only thing interesting about elections is the outcome
- Power between parties has switched many times since 1952
- Each of the two parties in the United States is extremely diverse
- Elections in the United States are a lot less dramatic than elections in countries such as Britain
- Public opinion has a major effect on elections

